



TRADE & BUSINESS DEVELOPMENT

Summer 2002 "Getting Down to Business in San Diego County"



Top: North County retail centers attract local and national chains.

Above: Escondido Civic Center gives an attractive focal point for the business community.

BUSINESS IS GREAT ON ROUTE 78

Local Officials Join Forces in Marketing Business Opportunities in Five North County Cities

San Diego's economic stability continues to impress investors around the country and local government leaders are moving fast to showcase business opportunities in the five cities bordering Route 78.

A new marketing CD is now available financed by the County of San Diego Office of Trade and Business Development and created in collaboration with the cities of Oceanside, Escondido, Carlsbad, Vista and San Marcos. In addition to highlighting lifestyle, biomedical opportunities, educational facilities, agriculture, location and recreation, the pocket CD also provides more than 20 hotlinks to various economic development agencies. These links allow entrepreneurs, business owners and corporate executives easy access to local chambers of commerce, city offices and other resources to research business opportunities.

District 5 Supervisor Bill Horn noted North County's multi-media, electronics, equipment manufacturing and agricultural opportunities as well as recreational activities, housing, retail and entertainment. "The five cities that align Route 78 have much to offer new and expanding businesses. Industrial land is still available and the area is perfect for new research facilities," Horn said. The CD conveys a highly-educated workforce and easy access to Los Angeles, Riverside and San Bernardino counties.

"This project provides another example of the cooperative spirit shared by our local government and business leaders," commented District 3 County Supervisor Pam Slater. "As a region, we all have much to gain by a stable, thriving economy and it is imperative that we pool our resources to present a unified picture of this dynamic area bordering Route 78." *Continued on Page 2*

MORE THAN 400 BUSINESSES BENEFITED FROM FREE COUNTY SERVICES IN FY 01/02

A biotech CEO, graphic designer, landscaper, travel agent, defense contractor, video producer, electronics entrepreneur and a real estate agent - all diverse professionals who utilized the free services provided by the County Office of Trade & Business Development (OTBD) during the last fiscal year July 2001-June 2002.

According to figures compiled during that twelve-month cycle, County staff reported that 411 companies received permitting, site search and/or employee placement assistance. For instance, the owner of a horse

boarding company in Bonita wanted to know what steps to take in starting her business. After confirming that the property was in the unincorporated area of the County, staff informed the owner that she would not be required to apply for a business permit since members of the Board of Supervisors removed the stipulation for businesses not located in an incorporated city limit. Another entrepreneur purchased an established pizza business and needed help with permit requirements. OTBD staff

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Route 78

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Kevin Ham, Director of Economic Development for the City of Vista described the project as a true example of a partnership in action crediting "the teamwork and creativity demonstrated by all the City and County representatives."

In explaining the importance of this interactive marketing tool, Jo Ann Case, Economic Development Division Manager for the City of Escondido said, "This is important because we've never had a piece like this that showcases the significant and cumulative attributes of this area. Taking a subregional approach makes

all five cities more attractive for business investment because they each bring something special to the market," Case explained. "Depending on the business' needs, they may choose a particular city but would appreciate the location and amenities of the subregion."

Greg Reuel, Economic Development Coordinator for the City of San Marcos, noted the dramatic effect traffic has on the area. "Route 78 is the life-line going through San Marcos," he said. "With 140,000 cars per day on SR-78, the City has benefited from national retailers wanting to locate and take advantage of the five interchanges with the City. "The



Cornwell Business Center is representative of the many successful business parks along Route 78.

new Fry's Electronic store is a good example of a national electronics retailer that wanted exposure to SR-78 with easy accessibility from the highway," Reuel explained.

Cynthia Haas of the City of Carlsbad also assisted with the video project and is optimistic about commercial growth in the area as a result of the new marketing plan. "The County of San Diego has done an exceptional job coordinatating this marketing project and bringing

it to fruition," she said. "It was a great opportunity for all the North County cities to collaborate and bring greater recognition of what our individual and collective communities have to offer businesses and residents."

To obtain a free copy of the "Business is Great on Route 78" video CD, contact the County Office of Trade & Business Development 858.495.5494. ■

COUNTY OF SAN DIEGO
OFFICE OF
TRADE & BUSINESS
DEVELOPMENT
VISIT US ON LINE AT:

sdbusinessassistance.org



Workshop Focused on Small Business Finances, Loans & Insurance Needs

Loan officers, bank managers and financial experts met on July 15 to discuss methods of helping small business owners meet the demands of today's economy.

Exports, low-cost employee dependent insurance and qualifications for a disadvantaged business enterprise certification were some of the topics covered during the afternoon event.

Kurt Chilcott of the CDC Small Business Finance Corpo-

ration, sponsor of the workshop, explained the benefits to referring a business to the various support agencies throughout the County.

Office of Trade & Business Development staff provided information on government contracting opportunities and San Diego Kids Health Assurance Network, a low-cost insurance program for employees' dependents.

East County Economic De-

velopment Council representatives explained how to profile a business on Connectory.Com, a regional buyer-supplier network that is the premier business-to-business marketing and communication tool for the San Diego, Imperial County and Baja region.

For a free packet of information, call the Office of Trade & Business Development at 858.495.5494. ■

Businesses Save Cash with **Cool Roofs**

The California Energy Commission is sponsoring the “Cool Roofs Program” to provide rebates to businesses, local governments, schools, and other entities that replace or resurface old “hot” roofs with new energy-conserving cool roofs.

Cool roofs are based on simple science: dark materials absorb more heat than light materials. Most traditional dark-colored roofs absorb 70% or more of the solar energy striking them – resulting in peak roof temperatures of 150 to 190 degrees. By comparison, white, reflective cool roofs are 50 to 60 degrees cooler on hot days. The resulting reductions in the transfer of heat into the air-condition spaces below can decrease cooling costs by as much as 40%.

Rebates will be disbursed on a first-come, first-served basis until funds are exhausted or the program has ended, whichever comes first.

Deadline for submission of a Request for Inspection form is November 30, 2002.

To obtain an application form or for additional information, contact the San Diego Regional Energy Office at www.sdenery.org or phone toll-free 866.733.6374. ■

400 Businesses Assisted

Continued from Page 1

assisted the owner with regulations governed by the County Department of Environmental Health as well as Alcohol, Beverage Control for license transfer notice and discussed the permit process for interior building modifications.

Utilizing partnerships at various municipal and county agencies, a total of 1084 jobs were secured for the San Diego County workforce through County staff efforts. By meeting with managers and CEOs, OTBD staff presented incentives or offered permit expediting services in order to streamline a company's plan to expand, relocate or add employees.

Other leadership roles served by the County included developing the region's Biotechnology Action Plan, leading revitalization efforts in Borrego Springs, and providing staff support for four advisory boards; Regional Economic Task Force, Science Advisory Board, Comprehensive Economic Development Strategy and the Sunset Advisory Board.

Working closely with other chambers of commerce and economic development agencies, OTBD also created teams of representatives to conduct retention meetings in the revitalization areas of Spring Valley, Lakeside and Fallbrook bringing the total number of retention meetings for the year to 143. ■



County Offers Cost-Saving Way to Dispose of Hazardous Waste

A new option for business hazardous waste disposal can save you money while providing a safe, legal and convenient service to your business.

The County Department of Environmental Health and the Household Hazardous Waste Program have developed a Conditionally Exempt Small Quantity Generator (CESQG) program, the first program of its kind in San Diego. Qualifying businesses receive streamlined service for disposal of hazardous waste including engine oil, grease, chemical waste, pesticides, paint, fertilizers and other chemicals or contaminants harmful to people and the environment.

To qualify, your small business must generate 27 gallons (220 lbs.) of hazardous waste or 2.2 lbs. of acutely hazardous waste (such as arsenics, cyanide picric acid or highly-explosive chemicals) each month. For more information or to find out if your business qualifies, call 1.800.714.1195. For general information about hazardous waste, contact the County of San Diego Hazardous Materials Division at 1.800.253.9933. ■

Local Farmers Eligible for Emergency Loans

Dry weather, wind and fire have wrecked havoc on many local farmers resulting in a recent announcement from the U.S. Agriculture Secretary declaring San Diego County as a primary agriculture disaster area.

This designation makes all qualified farm operators in primary and contiguous disaster counties eligible for low-interest EM loans from the Farm Service Agency, provided eligibility requirements are met. Farmers in eligible counties have until March 12, 2003 to apply for the loans to help cover part of their actual losses. FSA will consider each

loan application on its own merits, taking into account the extent of losses, security available and repayment ability. The counties of Imperial, Orange and Riverside are also named in the declaration as disaster areas.

Other programs are available to assist farmers and ranchers in states and areas declared disaster areas including the Emergency Conservation Program, Federal Crop Insurance and the Noninsured Crop Disaster Assistance Program. For more information, visit www.fsa.usda.gov/pas/disaster/assistance1.htm. ■

Calendar of Events

- September 18 - "How To Write a Winning Business Plan" sponsored by SCORE, a resource partner of the U.S. Small Business Administration. 8:45 a.m. - 3 p.m. Point Loma Nazarene University, Mission Valley Campus at 4007 Camino del Rio South, San Diego (Highway 8 to Fairmont Avenue South). Pre-register price \$45 or \$55 at the door. Call 619.557.7272 for more information.
- September 19 - Automotive Industry Workshop sponsored by the County Department of Environmental Health and Project Clean Water. Free training session on BMPs (Best Management Practices) related to pollution prevention strategies and the new stormwater requirements. Santa Clara Point Recreation Center at Mission Bay from 3:45 to 6 p.m. For more information, call 888.846.0800.
- September 25 - "Introduction to Federal Taxes for Small Business." Free workshop includes information on business structure, accounting methods, maintaining income, expense records, etc. 9 a.m. - 3 p.m. at the Community Learning Center, 1831 Mission Ave., Oceanside. Sponsored by the Small Business Development Center, North San Diego County. Call 760.795.8740 for information.
- October 8 - "How To Manage a Successful Business" sponsored by SCORE. 8:45 a.m. - 4:15 p.m. Pre-registration fee is \$45 or pay \$55 at the door. Workshops held at Point Loma Nazarene University, Mission Valley Campus. Call 619.557.7272 for information.



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